

Time 21/2 Hrs.

Marks 75

N.B. 1) All the questions are compulsory.

2) Figures to the right indicate full marks.

Q 1 A. Answer the following questions by choosing the correct alternative. (Any Eight) (08)

1. ----- is a unique feature of services.
 - a) Tangible
 - b) Storability
 - c) Inseparability
 - d) Ownership
2. ----- is NOT a challenge in services marketing.
 - a) Managing demand and supply
 - b) Inventory storage
 - c) Customer participation
 - d) Service standardization
3. Gap between expected and perceived service is ----- .
 - a) Profit
 - b) Value chain
 - c) Feedback
 - d) Service gap
4. The difference between what management thinks customers expect and the service quality specifications that management designs is known as the -----
 - a) Delivery gap
 - b) Knowledge gap
 - c) Policy gap
 - d) Communication gap
5. SERVQUAL model is used for ----- .
 - a) Advertising
 - b) Pricing
 - c) Measuring service quality
 - d) Sales
6. Service guarantees give customer ----- about the service.
 - a) Confidence
 - b) Confusion
 - c) Dissatisfaction
 - d) Lower quality
7. Retention strategy includes -----
 - a) Delay
 - b) Service failure
 - c) Ignoring customers
 - d) Personalized communication
8. Service gap model is developed by ----- .
 - a) Philip Kotler
 - b) F.W. Taylor
 - c) Zeithaml
 - d) Koonz O'donil
9. ----- distinguishes front office from back office.
 - a) Line of process
 - b) Line of visibility
 - c) Line of Tolerance
 - d) Line of evidence
10. Pure service need ----- level of involvement.
 - a) High
 - b) Low
 - c) Medium
 - d) Economical

Q.1.B. State whether the following are true or False (Any Seven)

(07)

1. Services cannot be touched, seen, tasted, heard or smelt before they are bought.
2. Intangibility makes evaluation tough.
3. Dissatisfaction happens when expectations exceed perception.
4. Word-of-mouth shapes expectation.
5. In service marketing Gap model shows failures.
6. Good quality reduces loyalty.

7. Relationship marketing ignores loyalty.
8. In service markets loyalty gives sustainable growth.
9. Health care sector is one of the India's strong sectors.
10. Deliberate misleading claims in any service are ethical.

Q.2.a. Explain the challenges of service marketing. (08)

Q.2.b. How does 'Service Triangle' model help in understanding the relationships between the company, employees, and customers? (07)

OR

Q.2.c Define service marketing and explain its growing importance in the Indian economy. (08)

Q.2d. Explain different 'types of services'. How does the classification of services impact marketing strategies? (07)

Q.3.a. Explain the concept of the 7 Ps of Services Marketing. Discuss how the additional 3 Ps are critical for service delivery and customer satisfaction. (08)

Q.3.b. Analyze the factors influencing consumer behavior in a services context. (07)

OR

Q.3.c. What is blueprinting in service marketing? (08)

Q.3.d. What is branding? Explain the problems associated with branding of services. (07)

Q.4.a. Explain the Gaps Model of Service Quality. (08)

Q.4.b. What do you mean by improving service quality in service marketing through research? (07)

OR

Q.4.c. Discuss the dimensions of service quality based on the SERVQUAL model. (08)

Q.4.d. How can a service firm motivate its employees to enhance service quality? (07)

Q.5.a. Discuss the different levels of relationship marketing and their strategic implications for a service firm. (08)

Q.5.b. Explain emerging trends in tourism in India. (07)

OR

Q.5.c Write Short Notes (Any Three)

1. Service Encounter.
2. Internal Marketing
3. Physical Evidence
4. Yield Management
5. Perceived Service Quality
